

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	34612	(product or item or commodity) and (marketing)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/21 16:33
S2	24576	S1 and (information or data)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/21 17:07
S3	14232	S2 and (analyze or analysis or evaluate or study)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/21 16:33
S4	1258	S3 and ((consumer or customer) near3 (interest or curiosity or curiousness or concern))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/21 17:08
scanned title) (S5)	793	S4 and "705".clas.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/21 16:35
S6	9333	(marketing) and (medicine or pill or treatment or "health care" or "health product" or "health care product")	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/22 15:28
scanned title) (S7)	259	S6 and ((consumer or customer) near3 (interest or curiosity or curiousness or concern)) and "705". clas.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/22 15:29
scanned title) (S8)	55	"5471382"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/21 18:05

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S9	5990	(marketing) and (medicine or pill or treatment or "health care" or "health product" or "health care product") and (information or data)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/22 15:28
(S10)	836	S9 and (interest or curiosity or curiousness or concern) and "705". clas.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/07/22 17:07
(S12)	328	705/9.ccls.	USPAT	OR	OFF	2005/07/22 17:07

# DIALOG

Set	Items	Description
S1	5766898	(PRODUCT OR ITEM OR COMMODITY OR COMMODITIES) AND (MARKETI- NG)
S2	3925065	S1 AND (INFORMATION OR DATA)
S3	729688	S2 AND (ANALYZE OR ANALYSIS OR EVALUATE OR STUDY)
S4	8832	S3 AND ((CONSUMER OR CUSTOMER) (3N) (INTEREST OR CONCERN OR CURIOUS OR CURIOSITY OR CURIOUSNESS))
S5	5815	S4 NOT PY>2001
S6	2395	S5 AND (ACTION OR PRECAUTION OR PROCEDURE OR TREATMENT OR - RECOMMEND OR RECOMMENDATIOIN OR PRESCRIBE OR PRESCRIPTION)
S7	1926	RD (unique items)
S8	1257	S7 AND (PRIORITIZE OR RANK OR SEQUENCE OR ORDER)
S9	449	S8 AND (CRITERIA OR SYMPTOM OR SYMPTOMS)
S10	88	S9 AND (MEDICINE OR PILL OR "HEALTH CARE" OR VITAMIN OR "H- EALTH PRODUCT" OR "HEALTH CARE PRODUCT")

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titles

10/8/1 (Item 1 from file: 15)  
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02563899 230775761

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**The ins and the outs of electronic publishing** WORD COUNT: 7402  
LENGTH: 16 Pages  
1996

DESCRIPTORS: Studies; **Marketing** ; Electronic publishing; Internet;  
Comparative **analysis**  
CLASSIFICATION CODES: 9130 (CN=Experimental/Theoretical); 7000  
(CN=Marketing); 8690 (CN=Publishing industry); 5250  
(CN=Telecommunications systems & Internet communications)  
PRINT MEDIA ID: 14657

10/8/2 (Item 2 from file: 15)  
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02552305 270295211

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Value and value chains in healthcare: A quality management perspective**  
WORD COUNT: 8194 LENGTH: 15 Pages  
2001  
COMPANY NAMES:  
Queen Elizabeth Hospital-New Zealand ( NAICS:622310)  
GEOGRAPHIC NAMES: New Zealand

DESCRIPTORS: Case studies; Quality control; Hospitals; Value **analysis**  
CLASSIFICATION CODES: 9179 (CN=Asia & the Pacific); 9110 (CN=Company  
specific); 5320 (CN=Quality control); 8320 (CN=Health care industry)  
PRINT MEDIA ID: 11857

10/8/3 (Item 3 from file: 15)  
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02531042 204192461

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Antecedents and consequences of market orientation in public organisations**  
WORD COUNT: 9746 LENGTH: 29 Pages  
2001  
GEOGRAPHIC NAMES: Spain

DESCRIPTORS: Public administration; Market orientation; Local government;  
Studies  
CLASSIFICATION CODES: 1200 (CN=Social policy); 9550 (CN=Public sector);  
7000 (CN=Marketing); 9130 (CN=Experimental/Theoretical); 9175  
(CN=Western Europe)  
PRINT MEDIA ID: 14913

10/8/4 (Item 4 from file: 15)  
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02495034 117543298

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Relationship marketing as an ethical approach: philosophical and  
managerial considerations** WORD COUNT: 5902

1999

DESCRIPTORS: Relationship **marketing** ; Business ethics; Management  
CLASSIFICATION CODES: 2200 (CN=Managerial skills); 7000 (CN=Marketing)  
PRINT MEDIA ID: 14825

10/8/5 (Item 5 from file: 15)

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02398036 117542186

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Expert systems and the implementation of quality customer service**

WORD COUNT: 3783

1997

DESCRIPTORS: Customer services; Quality control; Expert systems  
CLASSIFICATION CODES: 5320 (CN=Quality control); 5240 (CN=Software &  
systems)  
PRINT MEDIA ID: 19267

10/8/6 (Item 6 from file: 15)

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02366408 117541271

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**The ins and the outs of electronic publishing** WORD COUNT: 7322

1996

DESCRIPTORS: Electronic publishing; Customers; **Marketing** ; Internet;  
Studies  
CLASSIFICATION CODES: 2400 (CN=Public relations); 5250  
(CN=Telecommunications systems & Internet communications); 7000  
(CN=Marketing); 8690 (CN=Publishing industry); 9130  
(CN=Experimental/Theoretical)  
PRINT MEDIA ID: 46159

10/8/7 (Item 7 from file: 15)

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02327454 86065045

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Customer care versus customer count** WORD COUNT: 9063

1998

DESCRIPTORS: Customer relations; Customer satisfaction; Airline industry;  
Service industries; Manufacturers  
CLASSIFICATION CODES: 8350 (CN=Transportation & travel industry); 8300  
(CN=Service industries not elsewhere classified); 8600 (CN=Manufacturing  
industries not elsewhere classified); 2400 (CN=Public relations)

PRINT MEDIA ID: 11691

10/8/8 (Item 8 from file: 15)

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02295058 86926593

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**An AHP decision model for facility location selection** WORD COUNT: 7147  
Sep/Oct 1997

DESCRIPTORS: Site selection; Facilities management; Relocation of industry  
CLASSIFICATION CODES: 5100 (CN=Facilities management); 2310 (CN=Planning)  
PRINT MEDIA ID: 11824

**10/8/9 (Item 9 from file: 15)**

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02275792 86922691

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**The year 2000 problem of ISO 9000: will the quality standards survive the proposed year 2000 revision?** WORD COUNT: 7495  
2000

DESCRIPTORS: Quality standards; Total quality; Revisions; Guidelines  
CLASSIFICATION CODES: 9150 (CN=Guidelines); 5320 (CN=Quality control)  
PRINT MEDIA ID: 11857

**10/8/10 (Item 10 from file: 15)**

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02162132 55104590

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Consumer online privacy: Legal and ethical issues** WORD COUNT: 10621

LENGTH: 13 Pages

Spring 2000

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Internet; Privacy; Public policy; Regulation; Business ethics  
CLASSIFICATION CODES: 2410 (CN=Social responsibilities); 9190 (CN=United States); 5250 (CN=Telecommunications systems & Internet communications); 4310 (CN=Regulation)  
PRINT MEDIA ID: 16138

**10/8/11 (Item 11 from file: 15)**

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02140872 69560228

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Genomics: Implications for health systems / The effect of genomics on health services management: Ethical and legal perspectives / Commentaries / Replies** WORD COUNT: 13918 LENGTH: 40 Pages

Spring 2001

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Genetic engineering; Effects; Studies; Health care industry; Health care delivery  
CLASSIFICATION CODES: 9190 (CN=United States); 9130 (CN=Experimental/Theoretical); 8320 (CN=Health care industry)  
PRINT MEDIA ID: 15980

**10/8/12 (Item 12 from file: 15)**

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02124818 68939715

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**International trade policy and food safety** WORD COUNT: 8343 LENGTH:  
11 Pages  
Nov/Dec 2000  
GEOGRAPHIC NAMES: Europe

DESCRIPTORS: Studies; Agribusiness; Genetic engineering; Consumer  
protection; Food safety; Standards; International trade; Descriptive  
labeling; Regulation

CLASSIFICATION CODES: 9175 (CN=Western Europe); 9180 (CN=International);  
1200 (CN=Social policy); 8400 (CN=Agricultural industries); 1300  
(CN=International trade & foreign investment); 4310 (CN=Regulation)  
PRINT MEDIA ID: 11235

**10/8/13 (Item 13 from file: 15)**

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02099772 65168665

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Celebrity names as Web site addresses: Extending the domain of publicity  
rights to the Internet** WORD COUNT: 12481 LENGTH: 25 Pages  
Fall 2000  
GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Celebrities; Names; URLs; Litigation; Publicity; Court  
decisions; Law

CLASSIFICATION CODES: 9190 (CN=United States); 8307 (CN=Arts, entertainment  
& recreation); 4300 (CN=Law)  
PRINT MEDIA ID: 23738

**10/8/14 (Item 14 from file: 15)**

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02097898 65170867

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Labeling of genetically modified foods: Legal and scientific issues**  
WORD COUNT: 22546 LENGTH: 44 Pages  
Spring 2000  
GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Genetic engineering; Agriculture; Federal regulation

CLASSIFICATION CODES: 8400 (CN=Agricultural industries); 4310  
(CN=Regulation); 9190 (CN=United States)  
PRINT MEDIA ID: 42423

**10/8/15 (Item 15 from file: 15)**

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02055765 58146583

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**Protecting your corporate client's most valuable intangible asset: Its name**  
WORD COUNT: 12404 LENGTH: 21 Pages  
Jul 2000  
GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Trademarks; Intangible assets; Federal court decisions;

Infringement; Legal defense  
CLASSIFICATION CODES: 9190 (CN=United States); 4330 (CN=Litigation)  
PRINT MEDIA ID: 27368

10/8/16 (Item 16 from file: 15)  
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02034977 54797752

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Antitrust beyond competition: Market failures, total welfare, and the challenge of intramarket second-best tradeoffs** WORD COUNT: 40337

LENGTH: 77 Pages

Feb 2000

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Antitrust laws; Economic theory; Competition

CLASSIFICATION CODES: 1130 (CN=Economic theory); 4300 (CN=Law); 9190 (CN=United States)

PRINT MEDIA ID: 15950

10/8/17 (Item 17 from file: 15)  
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02010479 52640549

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Bank relationships with students** WORD COUNT: 6938 LENGTH: 11 Pages  
1999

GEOGRAPHIC NAMES: Northern Ireland

DESCRIPTORS: Bank marketing ; Relationship marketing ; Studies

CLASSIFICATION CODES: 9175 (CN=Western Europe); 7000 (CN=Marketing); 8120 (CN=Retail banking); 9130 (CN=Experimental/Theoretical)

PRINT MEDIA ID: 11413

10/8/18 (Item 18 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

02000226 51252196

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**A conceptual choice model for hospital services** WORD COUNT: 8074

LENGTH: 13 Pages

Fall 1999

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Studies; Behavioral decision theory; Consumer behavior; Hospitals; Health services utilization; Management of crises; Market strategy; Models; Competition; Uninsured people; Reimbursement

CLASSIFICATION CODES: 9190 (CN=United States); 9130 (CN=Experimental/Theoretical); 8320 (CN=Health care industry); 1210 (CN=Politics & political behavior); 7100 (CN=Market research); 2310 (CN=Planning)

PRINT MEDIA ID: 10079

10/8/19 (Item 19 from file: 15)  
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01964105 47101320

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Wealth effects of the passage of the Nutrition Labeling and Education Act of 1990 for large U.S. multinational food corporations** WORD COUNT: 9648

LENGTH: 12 Pages

Fall 1999

GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Studies; Legislation; Food packaging; Labeling; Multinational corporations; Shareholders wealth; Manycompanies; Mathematical models

CLASSIFICATION CODES: 9130 (CN=Experimental/Theoretical); 9190 (CN=United States); 4320 (CN=Legislation); 8610 (CN=Food processing industry); 3400 (CN=Investment analysis); 9510 (CN=Multinational corporations)

PRINT MEDIA ID: 16138

**10/8/20 (Item 20 from file: 15)**

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01961990 46794915

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Evaluating service encounters: A cross-cultural and cross-industry exploration** WORD COUNT: 11149 LENGTH: 18 Pages  
Spring 1999

DESCRIPTORS: Studies; Statistical analysis; Customer satisfaction; Service industries; Cross cultural studies; Market research; Students; International markets

CLASSIFICATION CODES: 9180 (CN=International); 9130 (CN=Experimental/Theoretical); 2400 (CN=Public relations); 8300 (CN=Service industries not elsewhere classified); 7100 (CN=Market research)

PRINT MEDIA ID: 10079

**10/8/21 (Item 21 from file: 15)**

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01832858 04-83849

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Business watch: 1998 in review** WORD COUNT: 7148 LENGTH: 15 Pages  
May 1999

COMPANY NAMES:

Pfizer Inc (DUNS:00-132-6495 TICKER:PFE)

Merck & Co Inc (DUNS:00-131-7064 TICKER:MRK)

Johnson & Johnson (DUNS:00-130-7081 TICKER:JNJ)

Novartis

Amgen (DUNS:03-997-6196 TICKER:AMGN)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Year in review; Pharmaceutical industry; Corporate profits; Industrywide conditions; Business growth; Statistical data; Distribution channels; Manycompanies; Manyproducts

CLASSIFICATION CODES: 9190 (CN=United States); 8641 (CN=Pharmaceuticals industry); 3400 (CN=Investment analysis); 9140 (CN=Statistical data); 7400 (CN=Distribution)

**10/8/22 (Item 22 from file: 15)**

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01813370 04-64361

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Shopping with other people's money: The marketing management implications of surrogate-mediated consumer decision making**

WORD COUNT: 10730 LENGTH: 17 Pages

Apr 1999

GEOGRAPHIC NAMES: US

DESCRIPTORS: Consumer behavior; Studies; Statistical **analysis** ; Shopping; Decision making; Effects; Suppliers; Fiduciary responsibility

CLASSIFICATION CODES: 9190 (CN=United States); 7100 (CN=Market research); 9130 (CN=Experimental/Theoretical); 2410 (CN=Social responsibilities)

**10/8/23 (Item 23 from file: 15)**

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01808024 04-59015

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**"Recoding" intellectual property and overlooked audience interests**

WORD COUNT: 46692 LENGTH: 88 Pages

Mar 1999

GEOGRAPHIC NAMES: US

DESCRIPTORS: Intellectual property; Audiences; Social life & customs; Deconstruction; Entertainment industry; Court decisions; Studies

CLASSIFICATION CODES: 9190 (CN=United States); 1200 (CN=Social policy); 4330 (CN=Litigation); 8307 (CN=Entertainment industry); 9130 (CN=Experimental/Theoretical)

**10/8/24 (Item 24 from file: 15)**

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01696687 03-47677

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Relationship marketing in corporate legal services** WORD COUNT: 5591  
LENGTH: 15 Pages

Jul 1998

GEOGRAPHIC NAMES: UK

DESCRIPTORS: Law firms; **Marketing** ; Customer services; Statistical **analysis** ; Studies

CLASSIFICATION CODES: 9175 (CN=Western Europe); 2400 (CN=Public relations); 7000 (CN=Marketing); 8305 (CN=Professional services not elsewhere classified); 9130 (CN=Experimental/Theoretical)

**10/8/25 (Item 25 from file: 15)**

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01623127 02-74116

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Negotiating with yourself and losing: Making decisions with competing internal preferences** WORD COUNT: 11971 LENGTH: 17 Pages

Apr 1998

GEOGRAPHIC NAMES: US

DESCRIPTORS: Studies; Organizational behavior; Conflict resolution;

Behavioral decision theory  
CLASSIFICATION CODES: 9190 (CN=United States); 9130  
(CN=Experimental/Theoretical); 2500 (CN=Organizational behavior)

10/8/26 (Item 26 from file: 15)  
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01524731 01-75719

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**The generative cycle: Linking knowledge and relationships** WORD COUNT:  
7133 LENGTH: 12 Pages  
Fall 1997  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Organizational learning; Client relationships; Guidelines;  
Service industries  
CLASSIFICATION CODES: 9190 (CN=United States); 9150 (CN=Guidelines); 2500  
(CN=Organizational behavior); 2400 (CN=Public relations); 8300  
(CN=Service industries not elsewhere classified)

10/8/27 (Item 27 from file: 15)  
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01505138 01-56126

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Mixing media & messages: Company viewpoints** WORD COUNT: 5909  
LENGTH: 11 Pages  
Sep 1997  
COMPANY NAMES:  
Wyeth-Ayerst Laboratories (DUNS:00-791-5242)  
Du Pont Merck Pharmaceuticals Co  
Zeneca Pharmaceuticals  
Warner-Lambert Co (DUNS:00-134-4506 TICKER:WLA)  
Novartis  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Pharmaceutical industry; **Marketing** mixes; Advertising media;  
Interactive media; Opinions; Executives; Manycompanies  
CLASSIFICATION CODES: 9190 (CN=United States); 8641 (CN=Pharmaceuticals  
industry); 7200 (CN=Advertising); 2130 (CN=Executives)

10/8/28 (Item 28 from file: 15)  
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01496655 01-47643

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**The importance of consumer market interactions as a form of social support  
for elderly consumers** WORD COUNT: 8500 LENGTH: 10 Pages  
Spring 1996  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Older people; Consumer behavior; Relationship **marketing** ;  
Consumer protection; Public policy; Studies  
CLASSIFICATION CODES: 9190 (CN=United States); 1200 (CN=Social policy);  
7000 (CN=Marketing); 9130 (CN=Experimental/Theoretical)

10/8/29 (Item 29 from file: 15)  
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01496651 01-47639

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Patterns in direct-to-consumer prescription drug print advertising and their public policy implications** WORD COUNT: 10156 LENGTH: 13 Pages  
Spring 1996  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Studies; Print advertising; **Prescription** drugs; Direct **marketing** ; Disease; Statistical **analysis**  
CLASSIFICATION CODES: 9190 (CN=United States); 7200 (CN=Advertising); 8641 (CN=Pharmaceuticals industry); 9130 (CN=Experimental/Theoretical)

10/8/30 (Item 30 from file: 15)  
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01496646 01-47634

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Performance characteristics of seven nutrition label formats**  
WORD COUNT: 7980 LENGTH: 15 Pages  
Spring 1996  
GEOGRAPHIC NAMES: US

DESCRIPTORS: FDA approval; Descriptive labeling; **Marketing** ; Studies; Nutrition; Statistical **analysis**  
CLASSIFICATION CODES: 9190 (CN=United States); 7000 (CN=Marketing); 9130 (CN=Experimental/Theoretical)

10/8/31 (Item 31 from file: 15)  
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01342469 99-91865

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**The birth of modern entitlement programs: Reports from the field and implications for welfare policy** WORD COUNT: 14600 LENGTH: 15 Pages  
Fall 1996  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Welfare; Social services; Public policy; Economic depression; Low income groups; Studies  
CLASSIFICATION CODES: 9190 (CN=United States); 1200 (CN=Social policy); 9130 (CN=Experimental/Theoretical)

10/8/32 (Item 32 from file: 15)  
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01221593 98-70988

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Consumer household materials and logistics management: Inventory ownership cycle** WORD COUNT: 9881 LENGTH: 32 Pages  
Summer 1996  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Consumer behavior; Logistics; Households; Materials management ; Studies; Consumer goods

CLASSIFICATION CODES: 9190 (CN=United States); 9130  
(CN=Experimental/Theoretical); 7100 (CN=Market research); 5330  
(CN=Inventory management)

**10/8/33 (Item 33 from file: 15)**

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01044951 96-94344

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Gender differences for appearance-related attitudes and behaviors:  
Implications for consumer welfare** WORD COUNT: 12028 LENGTH: 16 Pages  
Spring 1995  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Social psychology; Studies; Variance **analysis** ; Hypotheses;  
Perceptions; Differences; Men; Women; Self image  
CLASSIFICATION CODES: 9190 (CN=United States); 9130  
(CN=Experimental/Theoretical); 2500 (CN=Organizational behavior)

**10/8/34 (Item 34 from file: 15)**

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01015611 96-65004

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Real reform - Toward a true partnership** WORD COUNT: 9929 LENGTH: 15  
Pages  
Apr 1995  
COMPANY NAMES:  
Blue Cross Blue Shield of New Jersey (DUNS:00-256-9564)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Pharmaceutical industry; Industrywide conditions; Trends;  
Managed care; Health care delivery; Partnering; Attitudes; Corporate  
objectives; Disease  
CLASSIFICATION CODES: 9190 (CN=United States); 8641 (CN=Pharmaceuticals  
industry); 8320 (CN=Health care industry); 2310 (CN=Planning)

**10/8/35 (Item 35 from file: 15)**

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00975111 96-24504

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Marketing in a postmodern world** WORD COUNT: 7088 LENGTH: 17 Pages  
1995

DESCRIPTORS: Consumerism; Market strategy; Studies  
CLASSIFICATION CODES: 7000 (CN=Marketing); 9130  
(CN=Experimental/Theoretical); 2400 (CN=Public relations)

**10/8/36 (Item 36 from file: 15)**

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00971222 96-20615

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**A consumer view of biotechnology** WORD COUNT: 3699 LENGTH: 6 Pages  
Apr 1994

COMPANY NAMES:  
European Commission  
GEOGRAPHIC NAMES: UK; Europe

DESCRIPTORS: Biotechnology; Genetic engineering; Consumer attitudes;  
Regulation; Polls & surveys  
CLASSIFICATION CODES: 5400 (CN=Research & development); 4310  
(CN=Regulation); 7100 (CN=Market research); 9175 (CN=Western Europe)

**10/8/37 (Item 37 from file: 15)**

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00941441 95-90833

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Service quality measurement** WORD COUNT: 4173 LENGTH: 7 Pages

Fall 1994

GEOGRAPHIC NAMES: US

DESCRIPTORS: Quality of service; Health care industry; Studies; Measurement  
; Methods; Studies  
CLASSIFICATION CODES: 8320 (CN=Health care industry); 5320 (CN=Quality  
control); 9130 (CN=Experimental/Theoretical); 9190 (CN=United States)

**10/8/38 (Item 38 from file: 15)**

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00889761 95-39153

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Comparative and noncomparative advertising: Attitudinal effects under  
cognitive and affective involvement conditions** WORD COUNT: 8733

LENGTH: 15 Pages

Jun 1994

GEOGRAPHIC NAMES: US

DESCRIPTORS: Comparative studies; Comparative advertising; Consumer  
attitudes; Brand loyalty; Consumer goods; Multivariate **analysis**  
CLASSIFICATION CODES: 7100 (CN=Market research); 9130  
(CN=Experimental/Theoretical); 9190 (CN=United States)

**10/8/39 (Item 39 from file: 15)**

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00870504 95-19896

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**The beauty myth and female consumers: The controversial role of advertising**  
WORD COUNT: 6911 LENGTH: 17 Pages

Summer 1994

GEOGRAPHIC NAMES: US

DESCRIPTORS: Consumer attitudes; Women; Self image; Advertisements;  
Endorsements; Stereotypes; Studies  
CLASSIFICATION CODES: 7100 (CN=Market research); 9190 (CN=United States);  
9130 (CN=Experimental/Theoretical)

**10/8/40 (Item 40 from file: 15)**

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00847400 94-96792

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**News briefs** WORD COUNT: 10667 LENGTH: 24 Pages

Summer 1993

GEOGRAPHIC NAMES: US

DESCRIPTORS: Health care industry; Health care policy; Grants; Publications

CLASSIFICATION CODES: 8320 (CN=Health care industry); 1200 (CN=Social policy); 9190 (CN=United States)

**10/8/41 (Item 41 from file: 15)**

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00805058 94-54450

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Super Bakery, Inc.** WORD COUNT: 6382 LENGTH: 10 Pages

Jan/Feb 1994

COMPANY NAMES:

Super Bakery Inc

GEOGRAPHIC NAMES: US

DESCRIPTORS: Case studies; Bakeries; Market strategy; Market penetration; Success; Management styles; Business growth

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific); 8390 (CN=Retailing industry); 7000 (CN=Marketing); 2500 (CN=Organizational behavior)

**10/8/42 (Item 42 from file: 15)**

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00788025 94-37417

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**New food labeling regulations and the flow of nutrition information to consumers** WORD COUNT: 10807 LENGTH: 18 Pages

Fall 1993

COMPANY NAMES:

FDA

GEOGRAPHIC NAMES: US

DESCRIPTORS: Federal regulation; Government agencies; Food processing industry; **Marketing**; Public policy; Descriptive labeling; Nutrition

CLASSIFICATION CODES: 9190 (CN=United States); 4310 (CN=Regulation); 8610 (CN=Food processing industry); 1200 (CN=Social policy); 9550 (CN=Public sector); 7000 (CN=Marketing)

**10/8/43 (Item 43 from file: 15)**

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00722044 93-71265

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Influencing satisfaction for dental services** WORD COUNT: 4721

LENGTH: 7 Pages

Winter 1993

GEOGRAPHIC NAMES: US

DESCRIPTORS: Statistical **analysis**; Attitude surveys; Dentists; Health

care industry; Patients; Models; Customer satisfaction  
CLASSIFICATION CODES: 9130 (CN=Experimental/Theoretical); 8320 (CN=Health  
care industry); 9190 (CN=United States)

10/8/44 (Item 44 from file: 15)

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00657314 93-06535

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Business, Science and Environmental Politics: Toward a Political Economy of  
Hope** WORD COUNT: 5582 LENGTH: 10 Pages  
Fall/Winter 1992

DESCRIPTORS: Environmental regulations; Economic development; Efficiency;  
Property rights; Markets; Science; **Product** testing; Corporate  
responsibility; Roles; Policy making  
CLASSIFICATION CODES: 2410 (CN=Social responsibilities); 1540 (CN=Pollution  
control)

10/8/45 (Item 45 from file: 15)

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00655066 93-04287

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Factory Focus in Hospital-Owned Ambulatory Surgery** WORD COUNT: 4479  
LENGTH: 13 Pages  
1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Hospitals; Outpatient care facilities; Market segmentation;  
Effects; Quality of service; Polls & surveys; Statistical **data**  
CLASSIFICATION CODES: 8320 (CN=Health care industry); 5320 (CN=Quality  
control); 9140 (CN=Statistical data); 9190 (CN=United States); 2400  
(CN=Public relations)

10/8/46 (Item 46 from file: 15)

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00609806 92-24909

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Five Futures** WORD COUNT: 6225 LENGTH: 13 Pages  
May/Jun 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Health care industry; Social policy; Public policy;  
Alternative; Systems  
CLASSIFICATION CODES: 9190 (CN=United States); 8320 (CN=Health care  
industry); 1200 (CN=Social policy)

10/8/47 (Item 47 from file: 15)

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00594981 92-10154

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

**Top Executives Take Aim at the Future of Power-Delivery** WORD COUNT:  
11528 LENGTH: 14 Pages



Jan 1992

COMPANY NAMES:

Arizona Public Service (DUNS:00-690-1995)  
Boston Edison Co (DUNS:00-695-1552 TICKER:BSE)  
Centerior Energy Corp (DUNS:14-748-6146 TICKER:CX)  
Commonwealth Edison Co (DUNS:00-692-9509 TICKER:CWE)  
Kansas City Power & Light Co (TICKER:KLT)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Electric utilities; Predictions; Trends; Electricity  
distribution; Manycompanies; Industrywide conditions

CLASSIFICATION CODES: 8340 (CN=Electric, water & gas utilities); 9190  
(CN=United States); 7400 (CN=Distribution)

**10/8/48 (Item 48 from file: 15)**

DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00564120 91-38474

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**The 1991 Non-Foods Sales Manual: Health & Beauty Aids** WORD COUNT: 7124  
LENGTH: 11 Pages

Aug 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Health & beauty aids; Sales; Increases; Supermarkets;  
Statistical **data** ; Comparative **analysis** ; Industrywide conditions;  
Manycompanies; Manyproducts

CLASSIFICATION CODES: 8390 (CN=Retailing industry); 9190 (CN=United States)  
; 9140 (CN=Statistical data)

**10/8/49 (Item 1 from file: 9)**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

02897600 Supplier Number: 95528177 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Chapter 1 Major trends & technologies affecting the biotech & genetics  
industry.**

January 2000

WORD COUNT: 7912

SPECIAL FEATURES: Table

INDUSTRY NAMES: Business services; Pharmaceutical

PRODUCT NAMES: Pharmaceutical preparations (283400); Commercial physical  
and biological research (873100); Noncommercial research organizations  
(873300)

CONCEPT TERMS: All market **information** ; All **product** and service  
**information** ; **Product** development; R&D expenditures; Trends

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

**10/8/50 (Item 2 from file: 9)**

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

01675846 Supplier Number: 24400693 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Innovative Research Leads Homeopathy to the Next Level**

October 1998

WORD COUNT: 2076

INDUSTRY NAMES: Pharmaceutical

PRODUCT NAMES: Homeopathic remedies (283303); Nutritional supplements (283483)  
CONCEPT TERMS: All market **information** ; Market size  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA); World (WOR)

10/8/51 (Item 3 from file: 9)

DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

01583959 Supplier Number: 24297891 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Women take charge in choosing OTC and Rx medications**  
June 22, 1998  
WORD COUNT: 2662

SPECIAL FEATURES: Table  
INDUSTRY NAMES: Pharmaceutical  
PRODUCT NAMES: Pharmaceutical preparations (283400)  
CONCEPT TERMS: All market **information** ; Trends; Women's market  
MARKETING TERMS: All research; Public opinion  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

10/8/52 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

08760087 Supplier Number: 75754346 (USE FORMAT 7 FOR FULLTEXT)  
**Helping the Medicine GO DOWN.(Statistical Data Included)**  
June, 2001  
Word Count: 5066  
PUBLISHER NAME: Stagnito Communications  
EVENT NAMES: \*331 ( **Product** development)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*2065000 (Confectionery Products)  
INDUSTRY NAMES: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition)  
SIC CODES: 2064 (Candy & other confectionery products)  
NAICS CODES: 31132 (Chocolate and Confectionery Manufacturing from Cacao Beans)  
SPECIAL FEATURES: LOB

10/8/53 (Item 1 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

15519857 SUPPLIER NUMBER: 94510068 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The adoption of complementary and alternative medicine by hospitals: a framework for decision making. (Hill-Rom Undergraduate).**  
July-August, 2001  
WORD COUNT: 3753 LINE COUNT: 00390

INDUSTRY CODES/NAMES: BUSN Any type of business; HLTH Healthcare - Medical and Health  
DESCRIPTORS: Alternative **medicine** --Forecasts; Community health services -- **Product** introduction; Hospitals--Management; Physicians-- **Product** introduction  
GEOGRAPHIC CODES/NAMES: 1USA United States  
PRODUCT/INDUSTRY NAMES: 8011000 (Physicians & Surgeons); 8060000 (Hospitals)  
EVENT CODES/NAMES: 010 Forecasts, trends, outlooks;240 **Marketing**

procedures;366 Services introduction;200 Management dynamics  
SIC CODES: 8060 Hospitals; 8011 Offices & clinics of medical doctors  
NAICS CODES: 621111 Offices of Physicians (except Mental Health  
Specialists); 622 Hospitals  
FILE SEGMENT: TI File 148

10/8/54 (Item 2 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

12736701 SUPPLIER NUMBER: 66375941 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**STRATEGISTS TO WATCH.**

Sept, 2000

WORD COUNT: 8163 LINE COUNT: 00648

COMPANY NAMES: AOL Time Warner Inc.--Management; Coca-Cola Co. (Atlanta,  
Georgia)--Management  
INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of  
business  
DESCRIPTORS: Strategic planning--Technique; Business planning--Technique;  
Soft drink industry--Management  
GEOGRAPHIC CODES/NAMES: 1USA United States  
NAMED PERSONS: Case, Steve--Practice; Daft, Douglas--Practice  
PRODUCT/INDUSTRY NAMES: 9980000 (Diversified Companies); 2086000 (Canned  
& Bottled Soft Drinks)  
SIC CODES: 2086 Bottled and canned soft drinks  
NAICS CODES: 312111 Soft Drink Manufacturing  
TICKER SYMBOLS: KO  
FILE SEGMENT: MC File 75

10/8/55 (Item 3 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

12362070 SUPPLIER NUMBER: 62703348 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Japan's new product liability law: achieving modest success.**

Wntr, 2000

WORD COUNT: 25810 LINE COUNT: 02094

INDUSTRY CODES/NAMES: BUSN Any type of business; GOVT Government and  
Law; INTL Business, International; LAW Law  
DESCRIPTORS: Products liability--Laws, regulations, etc.; Tort reform--  
Evaluation  
GEOGRAPHIC CODES/NAMES: 9JAPA Japan  
FILE SEGMENT: LRI File 150

10/8/56 (Item 4 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

11790340 SUPPLIER NUMBER: 58617873 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Consumer Socialization of Children: A Retrospective Look at Twenty-Five  
Years of Research.**

Dec, 1999

WORD COUNT: 29140 LINE COUNT: 02559

INDUSTRY CODES/NAMES: ADV Advertising, Marketing and Public Relations  
; BUSN Any type of business  
FILE SEGMENT: MC File 75

10/8/57 (Item 5 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

11783332 SUPPLIER NUMBER: 58448265 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Alternative medicine : The silent revolution.**

Oct, 1999

WORD COUNT: 2084 LINE COUNT: 00189

INDUSTRY CODES/NAMES: BUSN Any type of business; FOOD Food, Beverages and Nutrition

DESCRIPTORS: Alternative **medicine** --Usage; Homeopathy--Usage; Magnets--Usage

GEOGRAPHIC CODES/NAMES: 1USA United States

PRODUCT/INDUSTRY NAMES: 8522200 ( **Medicine** )

EVENT CODES/NAMES: 600 Market **information** - general;010 Forecasts, trends, outlooks

NAICS CODES: 54171 Research and Development in the Physical, Engineering, and Life Sciences

FILE SEGMENT: TI File 148

10/8/58 (Item 6 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

11583940 SUPPLIER NUMBER: 55295002 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Flatness forays.(theory of horizontal organization in corporations)**

Summer, 1996

WORD COUNT: 5022 LINE COUNT: 00432

COMPANY NAMES: Kraft Foods Inc.--Management; Ford Motor Co.--Management

INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of business

DESCRIPTORS: Decentralization (Management)--Evaluation; Food industry--Management; Automobile industry--Management

PRODUCT/INDUSTRY NAMES: 3711100 (Automobiles); 2000000 (Food & Kindred Products)

SIC CODES: 3711 Motor vehicles and car bodies; 2000 FOOD AND KINDRED PRODUCTS

NAICS CODES: 336111 Automobile Manufacturing; 311 Food Manufacturing

TICKER SYMBOLS: F

FILE SEGMENT: TI File 148

10/8/59 (Item 7 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

11114301 SUPPLIER NUMBER: 54829259 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The industry chalks up a banner year.(Business Watch: 1998 in Review)(1998)(Industry Overview)**

May, 1999

WORD COUNT: 7642 LINE COUNT: 00645

COMPANY NAMES: Pfizer Inc.--Market share; Merck and Company Inc.--Market share; Warner-Lambert Co.--Market share

INDUSTRY CODES/NAMES: BUSN Any type of business; HLTH Healthcare - Medical and Health

DESCRIPTORS: Pharmaceutical industry--Economic aspects; Drugs--Supply and demand

PRODUCT/INDUSTRY NAMES: 2834010 (Ethical Preparations)

SIC CODES: 2834 Pharmaceutical preparations

NAICS CODES: 325412 Pharmaceutical Preparation Manufacturing  
TICKER SYMBOLS: PFE; WLA  
FILE SEGMENT: TI File 148

10/8/60 (Item 8 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

10739852 SUPPLIER NUMBER: 53536312 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Constructive Consumer Choice Processes.**

Dec, 1998

WORD COUNT: 27067 LINE COUNT: 02361

INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations  
; BUSN Any type of business

DESCRIPTORS: Consumer preferences--Research; Consumer behavior--Research

PRODUCT/INDUSTRY NAMES: 9914412 (Consumer Behavior)

FILE SEGMENT: MC File 75

10/8/61 (Item 9 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

10433919 SUPPLIER NUMBER: 21049402 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Does advertising affect market size? Some evidence from the United Kingdom.**

August, 1998

WORD COUNT: 12056 LINE COUNT: 00959

SPECIAL FEATURES: table; illustration

INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations  
; BUSN Any type of business; INTL Business, International

DESCRIPTORS: Market share--**Analysis** ; Advertising--Economic aspects

FILE SEGMENT: TI File 148

10/8/62 (Item 10 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

10407042 SUPPLIER NUMBER: 21034123 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Evaluating the public information : shaping news coverage of the silicone implant controversy.**

Summer, 1998

WORD COUNT: 7199 LINE COUNT: 00605

SPECIAL FEATURES: table; chart; graph; illustration

INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations  
; BUSN Any type of business

DESCRIPTORS: Breast implants--Media coverage; Silicones in **medicine** --  
Media coverage; Press relations--Research; Media programs--Research

PRODUCT/INDUSTRY NAMES: 9919410 (Media Relations)

FILE SEGMENT: MC File 75

10/8/63 (Item 11 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

10311030 SUPPLIER NUMBER: 20889093 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Women take charge in choosing OTC and Rx medications. (over-the-counter, prescription )**

June 22, 1998

WORD COUNT: 2594 LINE COUNT: 00242

SPECIAL FEATURES: table; illustration  
INDUSTRY CODES/NAMES: BUSN Any type of business; DRUG Pharmaceuticals  
and Cosmetics; RETL Retailing  
DESCRIPTORS: Women--Health aspects; Drugstores-- **Marketing**  
PRODUCT/INDUSTRY NAMES: 5912000 (Drug Stores)  
SIC CODES: 5912 Drug stores and proprietary stores  
FILE SEGMENT: TI File 148

**10/8/64 (Item 12 from file: 148)**

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

09133311 SUPPLIER NUMBER: 18876627 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Circulation listings. (periodical publishing) (Directory)**  
Annual, 1997  
WORD COUNT: 30247 LINE COUNT: 02703

INDUSTRY CODES/NAMES: PUBL Publishing; BUSN Any type of business  
DESCRIPTORS: Periodical publishing--Directories  
PRODUCT/INDUSTRY NAMES: 2721000 (Periodicals)  
SIC CODES: 2721 Periodicals  
FILE SEGMENT: TI File 148

**10/8/65 (Item 13 from file: 148)**

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

08593663 SUPPLIER NUMBER: 18118421 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Product -based solutions to financial innovation: the promise and danger  
of applying the federal securities laws to OTC derivatives.  
(over-the-counter)**  
Winter, 1995  
WORD COUNT: 40362 LINE COUNT: 03269

SPECIAL FEATURES: illustration; table; chart  
INDUSTRY CODES/NAMES: GOVT Government and Law  
DESCRIPTORS: Securities law--Interpretation and construction;  
Over-the-counter markets--Laws, regulations, etc.; Derivatives (Financial  
instruments)--Laws, regulations, etc.  
GEOGRAPHIC CODES: NNUS  
GEOGRAPHIC NAMES: United States  
PRODUCT/INDUSTRY NAMES: 6020160 (Bank Securities Brokerage); 6211100  
(Securities Brokerage)  
SIC CODES: 6020 Commercial Banks; 6211 Security brokers and dealers  
FILE SEGMENT: LRI File 150

**10/8/66 (Item 14 from file: 148)**

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

08088674 SUPPLIER NUMBER: 17108511 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Legal and extralegal barriers to federal product liability reform.**  
May, 1995  
WORD COUNT: 18474 LINE COUNT: 01596

SPECIAL FEATURES: illustration; table; chart  
INDUSTRY CODES/NAMES: GOVT Government and Law  
DESCRIPTORS: Products liability--Laws, regulations, etc.; Tort reform--

Political aspects  
GEOGRAPHIC CODES: NNUS; ZSTA  
GEOGRAPHIC NAMES: United States; states  
FILE SEGMENT: LRI File 150

10/8/67 (Item 15 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

07873848 SUPPLIER NUMBER: 16823099 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Practicing safe sun: the latest sun care products. (includes related article  
on ultraviolet indexing)**

May, 1995

WORD COUNT: 4147 LINE COUNT: 00339

SPECIAL FEATURES: illustration; photograph  
INDUSTRY CODES/NAMES: DRUG Pharmaceuticals and Cosmetics; CHEM  
Chemicals, Plastics and Rubber  
DESCRIPTORS: Skin--Care and **treatment** ; Sunscreens (Cosmetics)--  
**Marketing** ; Cosmetics industry-- **Marketing**  
PRODUCT/INDUSTRY NAMES: 2844515 (Suntan & Sunscreen Lotions)  
SIC CODES: 2844 Toilet preparations  
FILE SEGMENT: TI File 148

10/8/68 (Item 16 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

07598267 SUPPLIER NUMBER: 16506028 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Consumer interest and health reform: the logic of withdrawal from  
managed competition.**

Winter, 1994

WORD COUNT: 8156 LINE COUNT: 00649

SPECIAL FEATURES: illustration; table  
INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations  
DESCRIPTORS: Health care reform--Technique  
FILE SEGMENT: TI File 148

10/8/69 (Item 17 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

07292608 SUPPLIER NUMBER: 15542865 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**An introduction to Homeopathy for the practicing pharmacist. (includes  
posttest)**

June, 1994

WORD COUNT: 5244 LINE COUNT: 00452

SPECIAL FEATURES: illustration; table; photograph; chart  
INDUSTRY CODES/NAMES: RETL Retailing; DRUG Pharmaceuticals and  
Cosmetics  
DESCRIPTORS: Homeopathy--Materia medica and therapeutics; Pharmacy,  
Homeopathic-- **Analysis** ; Pharmacists--Practice  
PRODUCT/INDUSTRY NAMES: 2834250 (Psychotherapeutic Preparations)  
SIC CODES: 2834 Pharmaceutical preparations  
FILE SEGMENT: TI File 148

10/8/70 (Item 18 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

07272183 SUPPLIER NUMBER: 15441661 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Communicating the impact of environmental problems on the health of  
Canadians: issues and strategies.**

Spring, 1994

WORD COUNT: 10795 LINE COUNT: 00911

SPECIAL FEATURES: illustration; table

INDUSTRY CODES/NAMES: BUS Business, General; INTL Business,  
International

DESCRIPTORS: Environmental protection-- **Study** and teaching; Canadians--  
Social aspects; Environmental policy-- **Study** and teaching; Canada--  
Environmental policy

GEOGRAPHIC CODES: NNCN

GEOGRAPHIC NAMES: Canada

SIC CODES: 9511 Air, water, & solid waste management

FILE SEGMENT: TI File 148

10/8/71 (Item 19 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

07212111 SUPPLIER NUMBER: 15268404 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Evolution of a retail market area: an event-history model of spatial  
diffusion.**

Jan, 1994

WORD COUNT: 8861 LINE COUNT: 00723

SPECIAL FEATURES: illustration; table; chart; map

INDUSTRY CODES/NAMES: BUS Business, General; INTL Business,  
International

DESCRIPTORS: Spatial systems--Research; Retail industry--Research

FILE SEGMENT: TI File 148

10/8/72 (Item 20 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

06793388 SUPPLIER NUMBER: 14914869 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Introspection in consumer research: implementation and implications.**

Dec, 1993

WORD COUNT: 9857 LINE COUNT: 00842

SPECIAL FEATURES: illustration; table

INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations  
International

DESCRIPTORS: Consumer behavior--Research; Methodology-- **Analysis** ;  
Introspection--Usage

FILE SEGMENT: MC File 75

10/8/73 (Item 21 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

06509543 SUPPLIER NUMBER: 14444267 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Characteristic, beneficial, and image attributes in consumer judgments of  
similarity and preference.**

June, 1993

WORD COUNT: 7791 LINE COUNT: 00657



SPECIAL FEATURES: illustration; table  
INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations  
DESCRIPTORS: Consumer preferences--Research; Similarity judgment--  
Research  
FILE SEGMENT: MC File 75

10/8/74 (Item 22 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

06492184 SUPPLIER NUMBER: 14080624 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Discovery-oriented consumer research.**  
March, 1993  
WORD COUNT: 9233 LINE COUNT: 00756

SPECIAL FEATURES: illustration; table  
INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations  
DESCRIPTORS: Consumers--Research; **Marketing** research--Technique  
FILE SEGMENT: MC File 75

10/8/75 (Item 23 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

05593019 SUPPLIER NUMBER: 12715007 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The Belgian food and drink industry.**  
Fall, 1991  
WORD COUNT: 33580 LINE COUNT: 02677

SPECIAL FEATURES: illustration; photograph; table  
INDUSTRY CODES/NAMES: INTL Business, International  
DESCRIPTORS: Food industry--Belgium; Beverage industry--Belgium; Belgium  
--Business and industry  
GEOGRAPHIC CODES: EWBE  
GEOGRAPHIC NAMES: Belgium  
SIC CODES: 2000 FOOD AND KINDRED PRODUCTS; 2086 Bottled and canned soft  
drinks  
FILE SEGMENT: TI File 148

10/8/76 (Item 24 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

05567584 SUPPLIER NUMBER: 11317834 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**U.S. mergers and acquisitions. (M&A Rosters: Second Quarter 1991)**  
**(directory)**  
Sept-Oct, 1991  
WORD COUNT: 60650 LINE COUNT: 05830

SPECIAL FEATURES: illustration; table  
INDUSTRY CODES/NAMES: BUS Business, General  
DESCRIPTORS: Consolidation and merger of corporations--United States;  
Corporations, American--Acquisitions, mergers, divestments; United States  
--Business and industry  
GEOGRAPHIC CODES: NNUS  
FILE SEGMENT: TI File 148

10/8/77 (Item 25 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

05206993      SUPPLIER NUMBER: 10601731      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Advocacy groups and television advertisers.**  
Wntr, 1991  
WORD COUNT:    7449      LINE COUNT:    00632

SPECIAL FEATURES: illustration; table  
INDUSTRY CODES/NAMES: ADV    Advertising, **Marketing** and Public Relations  
DESCRIPTORS: Advertising--Self-regulation; Government regulation of  
              business--Research; Advertising research-- **Analysis** ; Mass media--  
              Research; Advertising agencies--Research; Television advertising--  
              Research; Consumer advocacy--Research  
SIC CODES: 7310 Advertising; 7311 Advertising agencies  
FILE SEGMENT: MC File 75

**10/8/78      (Item 26 from file: 148)**  
DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

05196037      SUPPLIER NUMBER: 10912744      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Seafood quality: issues for consumer researchers.**  
Summer, 1991  
WORD COUNT:    7560      LINE COUNT:    00634

INDUSTRY CODES/NAMES: ADV    Advertising, **Marketing** and Public Relations  
DESCRIPTORS: Consumer behavior--Research; Quality control--Research;  
              Consumption (Economics)--Research; Seafood--Quality control  
FILE SEGMENT: TI File 148

**10/8/79      (Item 27 from file: 148)**  
DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

05105320      SUPPLIER NUMBER: 10400940      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Footsore searcher surrogate surveys Online/CD-ROM '90: day two.**  
Jan, 1991  
WORD COUNT:    13226      LINE COUNT:    01088

INDUSTRY CODES/NAMES: LIB    Library and **Information** Science  
DESCRIPTORS: **Data** base vendors--Exhibitions; Online searching--  
              Exhibitions; **Data** base industry--Exhibitions; **Data** base searching--  
              Exhibitions; CD-ROM--Exhibitions; **Information** services--Exhibitions  
SIC CODES: 7375 Information retrieval services  
FILE SEGMENT: TI File 148

**10/8/80      (Item 28 from file: 148)**  
DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

04795416      SUPPLIER NUMBER: 09317697      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Juggling the winners and losers: 1990 non-foods sales manual. (supermarket  
              sales of general merchandise and health/beauty aids)**  
August, 1990  
WORD COUNT:    25087      LINE COUNT:    01977

SPECIAL FEATURES: illustration; photograph; table  
INDUSTRY CODES/NAMES: FOOD    Food, Beverages and Nutrition; RETL  
                          Retailing  
DESCRIPTORS: Home furnishings--Statistics; Health and beauty aids--  
              Statistics; Drugs--Statistics; Supermarkets--Statistics

SIC CODES: 5411 Grocery stores; 5122 Drugs, proprietaries, and sundries  
; 5023 Homefurnishings; 5199 Nondurable goods, not elsewhere classified  
FILE SEGMENT: TI File 148

10/8/81 (Item 29 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

04638470 SUPPLIER NUMBER: 11131343 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Choices in prescription -drug benefit programs: mail versus community  
pharmacy services.**

Spring, 1990

WORD COUNT: 8144 LINE COUNT: 00686

SPECIAL FEATURES: illustration; table  
INDUSTRY CODES/NAMES: HLTH Healthcare  
DESCRIPTORS: Mail- **order** pharmacies--Research; Pharmaceutical services--  
Research; **Prescription** drug plans--Research  
SIC CODES: 5912 Drug stores and proprietary stores  
FILE SEGMENT: HI File 149

10/8/82 (Item 30 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

04159917 SUPPLIER NUMBER: 08050686 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Determinants of consumers' decisions to seek third party redress: an  
empirical study of dissatisfied patients.**

Winter, 1989

WORD COUNT: 11619 LINE COUNT: 00982

SPECIAL FEATURES: illustration; chart; table  
INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations  
DESCRIPTORS: Consumer behavior--Laws, regulations, etc.; Parties to  
actions--Research; Class actions (Civil **procedure** )--Research; Citizen  
suits (Civil **procedure** )--Research  
FILE SEGMENT: TI File 148

10/8/83 (Item 31 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

03926591 SUPPLIER NUMBER: 07381874 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A content analysis of problem-resolution appeals in television  
commercials.**

Summer, 1989

WORD COUNT: 5500 LINE COUNT: 00463

SPECIAL FEATURES: illustration; chart; table  
INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations  
DESCRIPTORS: Problem solving--Portrayals, depictions, etc.; Consumer  
behavior-- **Analysis** ; Television advertising-- **Analysis**  
FILE SEGMENT: TI File 148

10/8/84 (Item 32 from file: 148)

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

03926588 SUPPLIER NUMBER: 07381136 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Determining the consumer information content of newspapers: a proposed**

**analytical framework and illustrative application.**

Summer, 1989

WORD COUNT: 4289 LINE COUNT: 00370

SPECIAL FEATURES: illustration; table

INDUSTRY CODES/NAMES: ADV Advertising, **Marketing** and Public Relations

DESCRIPTORS: USA Today (Newspaper)--Research; Newspaper reading--

**Analysis** ; Consumption (Economics)--Research

FILE SEGMENT: TI File 148

**10/8/85 (Item 33 from file: 148)**

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

03671032 SUPPLIER NUMBER: 06504880 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Life-health executives speak out.**

July, 1988

WORD COUNT: 20713 LINE COUNT: 01644

SPECIAL FEATURES: illustration; portrait

INDUSTRY CODES/NAMES: INSR Insurance and Human Resources

DESCRIPTORS: Executives--Attitudes; Health insurance-- **Analysis** ; Life insurance-- **Analysis**

NAMED PERSONS: Angle, John C.--Attitudes; Bishop, Ronald E.--Attitudes; Brown, Bruce--Attitudes; Bubb, Harry G.--Attitudes; Carpenter, David R.--Attitudes; Creedon, John J.--Attitudes; Fibiger, John A.--Attitudes; Hanlin, H. Carey--Attitudes; Horn, David D.--Attitudes; Johnson, Stanley --Attitudes; Kates, Henry E.--Attitudes; MacDonald, Robert W.--Attitudes; Melone, Joseph J.--Attitudes; Mitchell, James--Attitudes; Orr, James F., III--Attitudes; Pearson, John E.--Attitudes; Rife, John A.--Attitudes; Rolland, Ian M.--Attitudes; Scott, John B.--Attitudes; Tait, John E.--Attitudes; Taylor, John R.--Attitudes; Trusheim, H. Edwin--Attitudes; Wallace, William B.--Attitudes

SIC CODES: 6311 Life insurance; 6320 Medical Service and Health Insurance

FILE SEGMENT: TI File 148

**10/8/86 (Item 34 from file: 148)**

DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.

03332778 SUPPLIER NUMBER: 05152451 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The world of non-foods; 1987 GM-HBA sales manual. (includes sales, margins and percentage change in dollar sales of general merchandise and health and beauty aids)**

Aug, 1987

WORD COUNT: 27760 LINE COUNT: 02187

INDUSTRY CODES/NAMES: FOOD Food, Beverages and Nutrition; RETL Retailing

DESCRIPTORS: Hardware--Statistics; Automobile supplies industry--Statistics; Pet supplies industry--Statistics; Light bulbs--Statistics; Video tape industry--Statistics; Battery industry--Statistics; Cosmetics industry--Statistics; Photographic industry--Statistics; Periodicals--Statistics; Cigarette lighters--Statistics; Health products industry--Statistics; Greeting cards industry--Statistics; Toiletries industry--Statistics; Stationery industry--Statistics; Infants' supplies industry--Statistics; Health and beauty aids--Statistics; **Vitamin** industry--Statistics; Toy industry--Statistics; Supermarkets--Statistics

SIC CODES: 5411 Grocery stores; 5251 Hardware stores; 2844 Toilet

preparations; 5531 Auto and home supply stores; 5641 Children's and infants' wear stores; 5943 Stationery stores; 5719 Misc. homefurnishings stores; 5999 Miscellaneous retail stores, not elsewhere classified; 5946 Camera & photographic supply stores; 5994 News dealers and newsstands; 5945 Hobby, toy, and game shops; 3714 Motor vehicle parts and accessories; 3199 Leather goods, not elsewhere classified; 3695 Magnetic and optical recording media; 3691 Storage batteries; 3861 Photographic equipment and supplies; 2834 Pharmaceutical preparations; 2771 Greeting cards; 2678 Stationery products; 3944 Games, toys, and children's vehicles  
FILE SEGMENT: TI File 148

10/8/87 (Item 35 from file: 148)  
DIALOG(R)File 148:(c)2005 The Gale Group. All rts. reserv.  
03326490 SUPPLIER NUMBER: 05217168 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
40th annual consumer expenditures study . (includes related articles on sales of products by major category)  
Sept, 1987  
WORD COUNT: 60117 LINE COUNT: 04646

SPECIAL FEATURES: illustration; graph; table  
INDUSTRY CODES/NAMES: FOOD Food, Beverages and Nutrition; RETL Retailing  
DESCRIPTORS: Supermarket Business Magazine (Periodical)--Surveys; Supermarkets--Statistics; Grocery industry--Statistics; Consumption (Economics)--Research  
SIC CODES: 5411 Grocery stores  
FILE SEGMENT: TI File 148

10/8/88 (Item 1 from file: 20)  
DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.  
06037471 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
GERMANY: ADVERTISING SERVICES MARKET (2)  
May 25, 1999  
WORD COUNT: 4218

DESCRIPTORS: Marketing ; Company News; New Products & Services  
COUNTRY NAMES/CODES: Germany (DE)  
REGIONS: Europe; European Union; Western Europe  
SIC CODES/DESCRIPTIONS: 7311 (Advertising Agencies)